

SUBHAYAN MUKERJEE

Annenberg School for Communication, University of Pennsylvania
3620 Walnut Street, Philadelphia, PA 19104

☎ +1-267-912-7111 | ✉ subhayan.mukerjee@asc.upenn.edu | 🌐 www.subhayan.com | 📄 github.com/wrahoool

ACADEMIC EMPLOYMENT **Research Fellow** Aug 2015 – present
University of Pennsylvania, Philadelphia, PA, USA

Research Assistant May 2019 – Jun 2019
University of Oxford, Oxford, UK

Research Intern Jun 2016 – Aug 2016
Harvard University, Cambridge, MA, USA

EDUCATION **Ph.D. Communication** 2020
University of Pennsylvania, Philadelphia, PA
Committee chair: Sandra González-Bailón
Dissertation: News Reading Publics and Audience Fragmentation in a Multi-lingual Political Context: Evidence from Online India (2014-2018)

M.A. Communication 2017
University of Pennsylvania, Philadelphia, PA

M.Sc. (Honours) Mathematics 2014
BITS-Pilani, Pilani, Rajasthan, India

B.E. (Honours) Computer Science 2014
BITS-Pilani, Pilani, Rajasthan, India

- REFEREED PUBLICATIONS**
3. Mukerjee, S. & Yang, T. (2020) [Choosing to Avoid? A Conjoint Experimental Study to Understand Selective Exposure and Avoidance on Facebook](#). *Political Communication*, 1-19
 2. Mukerjee, S., Majó-Vázquez, S., & González-Bailón, S. (2018). [Networks of audience overlap in the consumption of digital news](#). *Journal of Communication*, 68(1), 26-50.
 1. Mukerjee, S. (2016). [Net neutrality, Facebook, and India's battle to #SaveTheInternet](#). *Communication and the Public*, 1(3), 356-361.

- BOOK CHAPTER**
1. Mukerjee, S. & González-Bailón, S., (2019) [Social Media Data: Quantitative Analysis](#). In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, & R.A. Williams (Eds.), *SAGE Research Methods Foundations*

- OTHER PUBLICATIONS**
3. Majó-Vázquez, S., Mukerjee, S., Ahmed Neyazi T., & Nielsen, R. K. (2019) [Online Audience Engagement with Legacy and Digital-Born News Media in the 2019 Indian Elections](#). *Reuters Institute for the Study of Journalism Factsheet*.
 2. Mukerjee, S. & Majó-Vázquez, S. (2019) [During the Indian election, news audiences consumed a wide and diverse range of sources](#). *Nieman Journalism Lab*.

1. Mukerjee, S., Majo-Vazquez, S., & Gonzalez-Bailon, S. [Response to Webster and Taneja's Response to Networks of audience overlap in the consumption of digital news](#) *Journal of Communication*, 68(3), E15-E18.

MANUSCRIPTS IN PROGRESS

5. Mukerjee, S., Jaidka, L., & Lelkes, Y. [The Ideological Landscape of Twitter Elites in America](#). (*under review*)
4. Mukerjee, S., Yang, T., Stadler, G. & González-Bailón, S. [What Counts as a Weak Tie? A Comparison of Filtering Techniques to Analyze Co-Exposure to News](#) (*under review*)
3. Mukerjee, S. [News Reading Publics in a Multi-lingual Political Context: Evidence from Online India](#) (*working paper*)
2. Mukerjee, S., Jaidka, L., & Lelkes, Y. Echo-Chambers and Affective Polarization: A Twitter Field Experiment (*in progress*)
1. Mukerjee, S., Yang, J., Kang, D., & Okada, T. Networks of Partisan Social Influence: An Experimental Study of Political Polarization and Participation (*in progress*)

CONFERENCE PAPERS

17. Mukerjee, S., Jaidka, K., & Lelkes, Y. (accepted) The Ideological Landscape of American Elites on Twitter. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA
16. Mukerjee, S. (accepted) Understanding Audience Fragmentation by a Community Extraction Method: Evidence from India. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA
15. Mukerjee, S., & Yang, T. A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 70th Annual Conference of the International Conference Association*, Gold Coast, Australia
14. Mukerjee, S., Jaidka, K., & Lelkes, Y. The Ideological Landscape of American Elites on Twitter. *The 70th Annual Conference of the International Communication Association*, Gold Coast, Australia
13. Mukerjee, S., & Yang, T. A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 78th Annual Conference of the Midwest Political Science Association* (Conference canceled)
12. Mukerjee, S., Jaidka, K., & Lelkes, Y. (2019) Echo Chambers and Affective Polarization: A Twitter Field Experiment. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands
11. Mukerjee, S. (2019) Using Network Science to Understand News Consumption in India. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands
10. Mukerjee, S., & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands.
9. Mukerjee, S. (2019) A Theory of Networked News Reading Publics: Evidence from Online India. *The 12th Annual Political Networks Conference*, Duke University, NC
8. Mukerjee, S., & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. Poster presented at *the 12th Annual Political Networks Conference*, Duke University, NC

7. Yang, T., Majó-Vázquez, S., **Mukerjee, S.**, & González-Bailón, S. (2019) Niche News and Peripheral Fragmentation: A Network Percolation Approach to the Analysis of News Consumption. *The 69th Annual Conference of the International Communication Association*, Washington DC
6. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 4th International Conference on Computational Social Science*, Northwestern University, IL
5. **Mukerjee, S.** & González-Bailón, S. (2018). What Counts as a Weak Tie? A Comparison of the Different Thresholding Techniques for Thresholding Weighted Networks. Poster presented at the *4th International Conference on Computational Social Science*, Northwestern University, IL
4. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 11th Annual Political Networks Conference*, George Mason University, VA
3. **Mukerjee, S.** & González-Bailón, S. Digital News Consumption in India. (2018). *The 11th Annual Political Networks Conference*, George Mason University, VA
2. **Mukerjee, S.** & González-Bailón, S. (2018). What Counts as a Weak Tie? A Comparison of the Different Thresholding Techniques for Thresholding Weighted Networks. *The 68th Annual Conference of the International Communication Association*, Prague, Czech Republic
1. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2017). Are Audiences Fragmented in How They Consume News Online? *The 67th Annual Conference of the International Communication Association*, CA.

INDUSTRY EMPLOYMENT	Data Scientist Jun 2014 – Jul 2015 Abzooba Inc. , Kolkata, India
--------------------------------	---

Software Engineering Intern Jun 2013 – Jun 2014 Bravo Lucy As. , Hyderabad, India
--

Software Engineering Intern Jun 2012 – Jul 2012 Ericsson Global Services , Kolkata, India
--

TEACHING EXPERIENCE	University of Pennsylvania , Philadelphia, PA Understanding Social Networks (TA and Lab Assistant) Spring 2017 Media Industries and Society (TA) Spring 2018
--------------------------------	---

AWARDS AND FELLOWSHIPS	Seed Research Funding Summer Institute of Computational Social Science (SICSS) – Chicago (2019-20) (\$1,300)
-----------------------------------	---

Student Grant Graduate and Professional Student Assembly, University of Pennsylvania (2019)
--

Dissertation Research Fellowship Annenberg School for Communication, University of Pennsylvania (2019-2020) (\$31,000)

Dissertation Research Fund Annenberg School for Communication, University of Pennsylvania (2019-2020) (\$1,700)
--

Dean's Summer Fellowship Annenberg School for Communication, University of Pennsylvania (2015-2019) (4 x \$4,000)
--

Travel Scholarship National Science Foundation (2018-2019)

Travel Scholarship Northwestern University (2018)

Doctoral Fellowship University of Pennsylvania (2015-2020)

**INVITED
LECTURES**

- | | |
|--|----------|
| 8. Human Cooperation Lab
Massachusetts Institute of Technology, Cambridge MA | Apr 2020 |
| 7. Computational Communication Research Seminar
University of Wisconsin-Madison, Madison WI | Mar 2020 |
| 6. Digital Propaganda and Public Opinion Lecture
National University of Singapore, Singapore | Mar 2020 |
| 5. Microsoft Research Seminar
Microsoft Research, New York City NY | Jan 2020 |
| 4. The Center for Social Media and Politics
New York University, New York City NY | Jan 2020 |
| 3. Media Analytics Lecture
Business Analytics Course at Praxis Business School, India. | Dec 2018 |
| 2. Research Methods for a Fragmented Media Environment
Graduate Seminar at University of Pennsylvania, Philadelphia PA | Mar 2018 |
| 1. The Communication Research Experience
Undergraduate Seminar at University of Pennsylvania, Philadelphia PA | Nov 2017 |

**ADDITIONAL
TRAINING**

- | | |
|---|----------|
| Summer Institute in Computational Social Science
<i>Northwestern University</i> | Jun 2019 |
| Mediterranean School of Complex Networks
<i>Universitat Rovira i Virgili, Italy</i> | Sep 2017 |
| Annenberg Summer Institute in Methods & Statistics
<i>University of Southern California</i>
Scale Construction
Critical Studies of Networked Infrastructure | Jun 2017 |

SERVICE

- | | |
|--|---------|
| Manuscript Reviewer for <i>Public Opinion Quarterly</i> | Ad-hoc |
| Manuscript Reviewer for <i>Digital Journalism</i> | Ad-hoc |
| Manuscript Reviewer for <i>PLOS One</i> | Ad-hoc |
| Manuscript Reviewer for <i>International Communication Association</i> | 2016-19 |
| Coordinator, DiMeNet research group, University of Pennsylvania | 2016-18 |
| Committee Member, Annenberg Graduate Student Symposium Committee | 2017-18 |
| Organizing Member, Penn-Rutgers-Princeton Social Epistemology Workshop | 2017 |

SKILLSET

Quantitative Methods: Network analysis, statistical modeling, machine learning, experimental design, agent-based modeling, causal inference

Programming/Scripting: R (incl. plyr/tidyverse, ggplot), Python (incl. pandas, numpy, scikit-learn, plotly), SQL, Java, C++, C, L^AT_EX, Git, JavaScript (basic).

REFERENCES

Sandra González-Bailón, D. Phil.

Associate Professor of Communication

Annenberg School for Communication, University of Pennsylvania

sandra.gonzalez.bailon@asc.upenn.edu

Yphtach Lelkes, Ph.D.

Assistant Professor of Communication

Annenberg School for Communication, University of Pennsylvania

yphtach.lelkes@asc.upenn.edu

Joseph Turow, Ph.D.

Robert Lewis Shayon Professor of Communication

Annenberg School for Communication, University of Pennsylvania

joseph.turow@asc.upenn.edu

Michael X. Delli Carpini, Ph.D.

Oscar H. Gandy Professor of Communication and Democracy

Annenberg School for Communication, University of Pennsylvania

michael.dellicarpini@asc.upenn.edu

Harikrishnan Gopinadhan Nair, Ph.D.

Assistant Professor

Department of Humanities and Social Sciences, BITS-Pilani

harinair@pilani.bits-pilani.ac.in